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ABSTRACT

Take Pride in America (TPIA) is a national campaign and partnership between public and private organizations and individuals who are committed to: (1) increasing awareness of the importance of the wise use of our natural and cultural resources; (2) encouraging an attitude of stewardship and responsibility toward our public and private resources; and (3) promoting participation by individuals, organizations, industry, and communities in caring for all our lands and resources through local volunteer projects. This document describes the TPIA's Workfest '87 program which is designed to focus attention on the TPIA campaign by encouraging citizens in every community to volunteer to participate in a local stewardship project or plan a future TPIA event. It includes a list of reminders for getting started and working on such a project. Also included are descriptions of 24 TPIA efforts already underway, along with the guidelines for the TPIA awards program, and a list of TPIA state contacts. (TW)

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TAKE PRIDE IN AMERICA

GOOD IDEAS AT WORK FOR EDUCATION

PREPARED FOR SCHOOL DISTRICTS

By the
Office of Intergovernmental
& Interagency Affairs
U.S. DEPARTMENT OF EDUCATION

1987

SE 048 848

BEST COPY AVAILABLE

Take Pride in America Theme Song

TAKE PRIDE IN AMERICA
P.O. BOX 1339
JESSUP, MD. 20794-1339

Words and Music by David Bracken and Clyde Otis

WHEN WAS THE LAST TIME, YOU SAW AN EAGLE ON THE FLY?
WELL LOOK AROUND YOU, WE ARE THAT EAGLE IN THE SKY.
UP HERE, WHERE GOD SHINES HIS LIGHT.
AMERICA NEVER LOOKED SO BRIGHT.

SO TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.
TAKE PRIDE IN AMERICA, AMERICA DON'T TURN AWAY.
COME ON IT'S OUR DUTY, TO PRESERVE OUR COUNTRY'S BEAUTY.
TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.

WE'VE COME A LONG WAY, BUT THERE'S STILL A LOT OF WORK TO DO.
RIVERS TO CLEAN UP, FORESTS AND FARMS WE CAN RENEW.
MORE LAND FOR WILDLIFE TO ROAM.
AND VOLUNTEERS TO CLEAN UP OUR HOME.

SO TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.
TAKE PRIDE IN AMERICA, AMERICA IS ON PARADE.
SO JOIN HANDS AND TOE THE LINE, TOGETHER WE CAN MAKE HER SHINE.
TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.

WHEN WAS THE LAST TIME, YOU HAD A CHANCE TO HELP THIS LAND?
TO MAKE A DIFFERENCE? TO FACE A TASK AND TAKE A STAND.
THIS LAND CAN LAST FOREVER.
THE SOONER WE BEGIN THE BETTER.

SO TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.
TAKE PRIDE IN AMERICA, AMERICA IS ON DISPLAY.
WE WON'T STOP UNTIL WE'RE DONE, THE EAGLES FLIGHT HAS JUST BEGUN.
SO TAKE PRIDE IN AMERICA, TAKE PRIDE IN THE USA.

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Vanessa Music Corp (ASCAP)
IZA Music Corp (BMI)

The Take Pride in America theme song exists because of the efforts of some very generous people. The Songwriters Guild of America, specifically President George David Weiss and Executive Director Lewis Bachman, volunteered to secure a song through the talents of the Guild's membership. Songwriters David Bracken and Clyde Otis created the song that captures the appeal and aim of Take Pride in America. The Oak Ridge Boys have volunteered to serve as ambassadors for the Take Pride in America campaign. They have already recorded the theme song and are performing it this summer. The Oak Ridge Boys have also filmed public service announcements for the Take Pride in America campaign.

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Take Pride in America Workfest '87

What is Take Pride in America?

Take Pride in America (TPIA) is a national campaign and partnership between public and private organizations and individuals committed to: 1) increasing awareness of the importance of the wise use of our natural and cultural resources; 2) encouraging an attitude of stewardship and responsibility toward our public and private resources; and 3) promoting participation by individuals, organizations, industry, and communities in caring for all our lands and resources through local volunteer projects.

What is Workfest '87?

Workfest '87 is a national effort designed to focus attention on the Take Pride in America campaign by encouraging citizens in every community to volunteer to participate in a local stewardship project or plan a future Take Pride in America event.

When is Workfest '87?

<u>September 13-19, 1987</u>. Although TPIA projects are ongoing throughout the year, Workfest '87 concentrates on joint community efforts and activities throughout this particular week. Or, if activities are not scheduled, this time can be used to plan and recruit volunteers for an activity later in the year.

Who is Involved?

In Washington D.C., a team of Federal departments and agencies, including the Department of Education, is working together to provide national publicity.

In each State, a similar group is being formed to coordinate Statewide efforts with the Governor's representative. This group invites representatives from any service organizations, schools, colleges, universities, associations, private industry, or local government to join them.

What Can I Do to Help?

If you are interested in participating in Workfest '87 and other Take Pride in America events--either as an individual or as a group--**contact the U.S. Department of Agriculture Extension Service office in your county.** The Extension Service will assist local governments, service groups, associations, schools, individuals and private industry by acting as a contact for information about local projects.

Reminders for Getting Started and Working Your Project

- **Take Pride in America adjusts to any size, any style!**
  - classroom, school building, district, community projects
  - cleanup, repair, improvement, maintenance projects

- **Take Pride in America adjusts to all ages, all abilities!**
  - physical difficulty \
  - expertise required \ make it feel good to be a volunteer!
  - interest areas /
  - safety /

- **Take Pride in America can support the curricula and extra-curricula programs for the district, school or classroom.**
  - history, geography, science studies \ help students to see how their project fits in
  - sports, arts, recreational activities / their project fits in

- **Take Pride in America can support a school or community improvement project that already has community recognition and support.**
  - recreational areas \
  - historic sites \ make it easy for officials to say yes!
  - common use areas /
  - school grounds /

- **Identify the resources you will need to carry out the project. Recruit from those who are already committed to volunteer service.**
  - experts \ *USDA Extension Service *universities
  - public officials \ *State, county, and local planning agencies
  - contributors / *local businesses *service organizations
  - workforce / *youth, civic, church organizations

- **Whatever type of project you are considering, be sure it has the support of the people who will be involved. Help them take ownership!**
  - take a vote \ *students *teachers *administrators
  - sign folks up \ *school board members *civic leaders
  - have a launching ceremony / *support staffs *experts
  - don't leave someone out / *government officials

- **Work for success! Encourage positive competition among the project participants. Help students see what they have accomplished**
  - assign specific activities to groups to promote ownership
  - recognize and reward success

- **Let people know what you are doing. Get the word out!**
  - letters home
  - get the school band to learn the Take Pride in America song
  - media announcements and reports
  - recognition ceremonies for participants and supporters
  - flags, buttons, posters (this could be a project in itself!)

- **Plan on entering the Take Pride in America National Awards Program and other environmental awards programs.**

Good Ideas at Work for Education

ADOPT-A-HIGHWAY PROGRAM

High School students at San Marcos High School (San Marcos, TX) have adopted a two-mile section of highway that runs past their school. The students volunteer to spend one or two weekend days each month cleaning up their section of the road. The program is coordinated by the Texas Highway Department, which provides the students with plastic bags for the litter they pick up and red safety vests to wear while they work. The Highway Department also placed signs that credit the students with the care and maintenance of that section of road at each end of the two-mile section of highway.

Contact: Tommy Mauer, Principal, San Marcos H.S., (512) 396-6800

STUDENT PLANTING PROGRAM

Seventh through ninth grade students from Clay Junior High School (Los Angeles, CA) worked on beautifying a vacant lot across from their campus and received an award from the 38th Annual Los Angeles Beautiful (LAB) Student Planting Program. The 1987 LAB program involved more than 2,000 students representing agricultural, horticultural and landscaping programs at 37 junior and senior high schools. Program sponsors included Los Angeles Beautiful, Inc. and the Los Angeles Unified School District.

Contact: Lionel Riley, Principal, Clay J.H.S., (213) 757-4181

CLEANUP AND BEAUTIFICATION PROGRAM
A TAKE PRIDE IN AMERICA PROJECT

Students and teachers at Shawnee Junior High School, (Shawnee, OK) participated in a cleanup and beautification project at their school. In observance of Take Pride in America Awareness Week, students and teachers created a courtyard area out of a former parking lot by planting pear trees, shrubs and flowers. In order to keep the courtyard in shape, students are assigned to citizenship duty, which includes picking up paper and sweeping the courtyard.

Contact: Mrs. Melba Dagy, Shawnee J.H.S. (405) 273-0403

SPECIAL FORESTRY AND CONSERVATION LESSON

Every year, fourth grade students throughout the State of Missouri learn about trees and their positive effect on our environment. For the past 15 years, the Missouri Department of Conservation has provided all fourth grade teachers in the State with a kit containing instructional materials on forestry and its importance to the environment. Teachers provide the instruction to their students. On Arbor Day, each student receives a tree to plant and care for.

Contact: Jerry Monterastelli, Missouri Department of Conservation, (816) 228-3766

HISTORICAL PRESERVATION

Brighton Public Schools (Brighton, MI) high school students are pitching in to help preserve an historic landmark. The Brighton Historical Society is providing the funds and the school building trades classes are restoring a one-room schoolhouse, which will be completed by the end of 1988. The schoolhouse will be available for use by elementary and middle schools as a way to learn more about early education.

Contact: Marilyn Goodsman, Brighton Public Schools, (313) 229-1450

SPECIAL GEOLOGY FIELD TRIP
A TAKE PRIDE IN AMERICA PROJECT

Twenty-four students and three teachers of the Saturday Science Academy participated in a special geology field trip. The Academy is a special effort of the Pittsburgh Public School Program for students 12-14 years old. The field trip was designed by two Department of Interior, Office of Surface Mining, Reclamation and Enforcement geologists to acquaint the students with Pittsburgh area geology as part of the Take Pride in America program.

Contact: Office of Surface Mining, Reclamation and Enforcement, (412) 937-2831

TREES FOR SCHOOLS PROJECT

Sheldon Community High School (Sheldon, IA) has been involved in the Governor's "Trees for Schools" Project for the past two years. A committee made up of student, school and community members prepared a long-range plan for planting and replanting their 80 acre school grounds. There is a nursery on the grounds where a bank of trees is kept to plant and replace trees on the grounds in the future. Recently, a group of volunteers donated 160 hours of time to one phase of this long-range plan. The volunteers built and planted a number of large berms between the

high school and a highway. As a result of this program, school and community grounds are better maintained and free of litter and the students exhibit more pride in their school and community.

Contact: Fred Van Hoh, Sheldon Community H.S., (712) 324-2501

GRAFFITI CLEANUP AND PAINTING PROJECT

East Side High School (Paterson, N.J.) is two years into a successful, long-range cleanup project in which students work to make their school building clean, bright and graffiti-free. The students participated in many ways, including cleaning buildings, painting rooms and repairing wires. In a neighborhood full of graffiti, the East Side High School has no graffiti in or outside of the building. The students are proud of what they have accomplished and eager to show visitors the rooms that they helped to fix up.

Contact: Joe Clark, Principal, East Side H.S., (201) 881-6301

POSTER CONTEST
A TAKE PRIDE IN AMERICA PROJECT

Second graders at the Andrew J. Mitchell Elementary School (Boulder City, NV) participated in a Take Pride in America poster design contest sponsored by the Department of Interior's Bureau of Reclamation. The participating students received certificates provided by the local McDonalds restaurant. All entrants' artwork was displayed at the local Boulder City Library. The top winners were awarded ribbons.

Contact: Deborah Sewell, Bureau of Reclamation, (702) 293-8419

YARD BEAUTIFICATION

Fifth grade students from Massac County School District (IL) participate in a program that encourages conservation practices through the beautification of students' own yards. The program was developed by the Department of Soil and Water Conservation, and is presently sponsored by the Metropolis Rotary and Women's Clubs. Each Arbor Day, the program sponsors visit schools to teach the children about trees. Each child is given two trees and is encouraged to take responsibility for planting and caring for them.

Contact: Sharon Burris, Board of Education, (618) 524-9376

SENIOR CENTER NATURE WALK

The Kindergarten through fourth grade students at the Sunset Elementary School (Craig, CO) are involved in a special community service project. For the last four years, a project has been underway to develop a relationship between the school and a neighboring Senior Center and to build a nature walk for the seniors. Students have participated by collecting cans to raise money for the project. So far, trees have been planted, cement has been poured for sidewalks and the area has been landscaped.

Contact: Carl Rohnke, Sunset Elementary, (303) 824-5762

CREATIVE WRITING CONTEST AND CLEANUP PROJECT
A TAKE PRIDE IN AMERICA PROJECT

Students at the Elton Garrett Junior High School (Boulder City, NV) took part in a Take Pride in America creative writing contest sponsored by the Bureau of Reclamation. Students were asked to present their interpretation of what it means to take pride in America. The sixth graders also took the theme one step further and participated in a weekend cleanup at Lake Mead. Students loaded and hauled debris from the campground and picked up litter from the beaches and shrubbery.

Contact: Deborah Sewell, Bureau of Reclamation, (702) 293-8419

STATEWIDE SCHOOL BEAUTIFICATION PROGRAM

Students, teachers and parents from the Spring Hill Elementary School (South Charleston, WV) participated in a statewide school beautification program and won the first prize. The program was sponsored by the State Department of Education, in cooperation with the State Parent-Teacher Association. The award-winning volunteers donated flowers, planted trees and grass, poured sidewalks and constructed a fence on the school grounds. The program results included an increase in student and community pride in the school.

Contact: Tom Bunting, Spring Hill Elementary, (304) 766-0350

RECREATION AREA CLEANUP
A TAKE PRIDE IN AMERICA 1986 AWARDS PROGRAM WINNER

The 1985-86 class of fifth grade students at Page Elementary School (Page, AZ), together with their parents, teachers, principal and two National Park Service employees, dedicated two days to a tremendous cleanup operation at Glen Canyon National Recreation Area. Thousands of pounds of litter were removed, a small bridge with culvert was constructed and a cable fence was erected to protect the area. After devoting so much of their

time and energy to improving the recreation area, the students gained a new understanding of pride and accomplishment, and they pledged never to litter again.

Contact: Jack Wade, Principal, Page Elementary, (602) 645-8801

ANNUAL TREE PLANTING

All 11 elementary and junior high schools in the Aberdeen School District (Aberdeen, S.D.) have been involved in the annual planting of trees on Arbor Day. The Arbor Day tree planting is a statewide activity, in which many of the school districts participate. South Dakota does not naturally have many trees, so the planting provides a significant contribution to the community. A special ceremony is held for participating students, who also prepare school projects on the importance of trees.

Contact: Dan Hoke, Superintendent, Aberdeen School District, (605) 225-5733

MODEL SCHOOL

The College School (Webster Groves, MO) is an independent school whose philosophy of learning is based on experience and adventure. Each grade level, from pre-school to eighth grade, has various outdoor or nature experiences in addition to basic skills learning. For example, sixth graders have a "Wilderness" experience based on nature and the study of our natural resources. The approach is to use and study the environment of the surrounding community. The school is used as a model in the St. Louis area and is an outgrowth of Project STREAM (St. Louis Regional Educational Adventure Movement).

Contact: Jan Phillips, The College School, (314) 962-9355

OUTDOOR EDUCATION CAMP

Sixth grade students in 13 Hazelwood School District (St. Louis, MO) elementary schools spend one week, during the fall or spring, at an outdoor education camp. The objective of the camp, which is part of the regular curriculum, is to enhance students' awareness of nature and our outdoor environment, its beauty and how to care for it. Money for the additional expense of attending the camp is collected through student fundraising activities.

Contact: Delores French, Hazelwood School District, (314) 921-4450

SAVE THE BAY SCHOOL PROGRAM

Nine hundred students, grades three through six, from 39 schools in Rhode Island will be participating in a free "Save the Bay" pilot program this fall. Students will board the 50-foot research vessel "Enviro-Lab" during the weeks of October 26-30 and November 2-6, to learn about marine life. "Save the Bay" personnel will present an orientation session in each of the schools prior to the excursion and a follow-up session after the trip. If this pilot program is successful, "Save the Bay" hopes to expand this program next year.

Contact: Peg Brady, Save the Bay, (401) 272-3540

SUMMER SCIENCE CAMP

Shawnee Country Day School (Topeka, KS), a private school, operates a Summer Science Camp in two-week sessions during the summer. Grade school students, ages 7-13, attend the camp which utilizes Kansas natural history and resources in outdoor science exploration activities. Students are taught an appreciation for nature and the environment as they study science in an outdoor setting and on field trips throughout Kansas.

Contact: Catherine Matthews, Shawnee Country Day School, (913) 862-9481

SCHOOL AND SCHOOLYARD CLEANUP

Students, teachers, parents and the principal of Roland Paterson Middle School (Bronx, NY) are actively involved in a cleanup program to improve their school building and instill a sense of pride in their surroundings. The students help plan the cleanup campaigns, working with the principal's office, local merchants and residents. The New York City Horticultural Society assists the student with information about plantings for the building.

Contact: Felton Johnson, Principal, Roland Paterson Middle School, (212) 583-3915

PEOPLE ON THE COAST PROGRAM

Dartmouth Middle School (North Dartmouth, MA) students have been involved in the "People on the Coast" program for the last three years. Lloyd's Center for Environmental Studies, a private non-profit marine and environmental research center, began the program to educate young students about the coastline and how people's activities affect the natural resources.

Contact: Douglas Pfeninger, Principal, Dartmouth Middle School, (617) 997-3178

LEARNING BY DESIGN

Learning by Design, the environmental education program of the American Institute of Architects, is a comprehensive approach to education for a quality environment. Today's architects are concerned with education because they are concerned with achieving and preserving quality in the environment. Through Learning by Design, educators develop an enhanced perception of their surroundings and translate this into practical activities for their students. The Learning by Design program has five elements: the conceptual framework, information resources, a workshop program, an action program and a technical assistance network.

Contact: Alan R. Sandler, Director, Education Programs, The American Institute of Architects, 1735 New York Avenue, N.W., Washington D.C. 20006

PROJECT LEARNING TREE

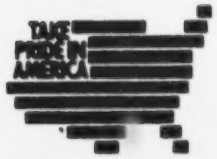
Project Learning Tree (PLT) is an award winning environmental education program designed for teachers and other educators working with students in kindergarten through grade 12. The goal of PLT is to help students become aware of their presence in the environment, their impact on it, and their responsibility for it, and to develop the skills and knowledge to make informed decisions regarding the use and management of the environment. PLT has developed guides which contain ready-made lessons and activities that can be used to supplement existing curricula.

Contact: Kathy McGlauflin, Director, Project Learning Tree, 1250 Connecticut Avenue, N.W., Suite 320, Washington D.C. 20036

NATIONAL NETWORK FOR ENVIRONMENTAL EDUCATION

The Alliance for Environmental Education, the largest advocate for environmental education in North America, has taken the lead in developing a National Network for Environmental Education (Network). The goal of the Network is to raise the level and quality of environmental literacy in the United States. A major initiative of the Network will be the development of environmental education centers at colleges and universities throughout the country. These centers will provide expanded community-based environmental education outreach efforts aimed at both the "formal" (school) and "informal" (general public) sectors. Nationally coordinated management, information and program support services will be provided to the centers.

Contact: Tom Leverman, President, The Alliance for Environmental Education, P.O. Box 1040, 3421 M Street, N.W., Washington D.C. 20007



TAKE PRIDE IN AMERICA NATIONAL AWARDS PROGRAM

The Take Pride in America campaign is pleased to announce its 1987 National Awards Program. In 1986, 40 States and two U.S. Territories joined with federal agencies and numerous private sector partners in this public awareness campaign. The campaign and annual awards program are aimed at encouraging a sense of stewardship and responsibility for our Nation's public lands and natural and cultural resources. These awareness efforts seek to make all citizens more knowledgeable and careful public land users.

Around the Nation, individuals, businesses and private and public organizations embody the spirit of the Take Pride in America campaign. They are involved in activities which show a great respect and appreciation for the federal, State and local lands which belong to each and every citizen of this country. Their actions are helping to ensure that the public lands and resources which we enjoy today will also be here for future generations.

It is the American spirit of commitment they represent and the renewed sense of pride in our country that has enabled the public and private "partners in pride" to undertake this national campaign. The Take Pride in America Awards Program is designed to recognize and encourage projects and programs that are the most exemplary of the Take Pride in America campaign. Eleven categories have been established to promote broad participation.

All Americans can exercise their rights and fulfill their obligations to take an active role in the care of the beautiful lands and outstanding cultural resources that help make this Nation a great place to live. Individuals and groups everywhere can inspire others by sharing their successful efforts. **Anyone who has been or is involved in activities on behalf of public or Indian lands and resources is encouraged to participate in the Take Pride in America National Awards Program.**

WHO MAY APPLY

The 1987 Take Pride in America National Awards Program will recognize individuals and public and private groups that conduct outstanding stewardship activities or awareness efforts on behalf of local, State, federal and/or Indian lands and resources. The program will recognize singular projects, ongoing programs and efforts, as well as results. The awards program is open to any individual and to public and private sector groups that have contributed to furthering the goals of the campaign. The activities for which nominations will be solicited must have been initiated, accomplished or ongoing in 1986 or 1987.

The goals of the Take Pride in America campaign are to:

- Increase awareness of the importance of wise use of public lands and natural and cultural resources;
- Encourage an attitude of stewardship and responsibility toward public lands and resources; and,
- Promote participation by individuals, organizations and communities in caring for public lands and resources.

Eligibility Criteria/Categories

To be eligible for a Take Pride in America award, an individual or group must:

- Demonstrate involvement in caring for federal, State, local or Indian lands; or
- Illustrate citizen or group initiative toward greater awareness and wise use of public lands; or
- Foster recognition of citizen responsibility and/or encourage personal attitudes of stewardship and active involvement in public lands and resources.

Eleven award categories will be eligible for nominations:

I. Constituent Organizations: National, regional, State and local trade, professional, or other advocacy and membership groups.

II. Business/Corporations: For-profit companies.

III. Youths Groups: Non-school organizations of and for persons 18 years and younger.

IV. Civic/Citizen Organizations: National, regional, State and local organizations with public service spirit or agenda (e.g. religious or fraternal organizations).

V. Media: Print and broadcast organizations.

VI. Educational Institutions: Groups of students, teachers, or administrators from elementary, middle or high schools, and colleges and universities.

VII. Individuals: Persons or families not acting as part of an organized group.

VIII. Public/Private Partnership: Joint efforts between government agencies and private individuals or organizations.

IX. Local Governments: Cities, townships, counties, Indian governments, or other local governmental bodies.

X. State Governments: Employees or Agencies of a State or Commonwealth.

XI. Federal Government: Employees or Agencies of the U.S. Government.

Award applications and instructions for submission will be available from participating States, federal agencies and/or from the campaign headquarters in the spring of 1987. For further information, contact your State Take Pride in America Coordinator. In States where there is no designated campaign coordinator, write to the campaign headquarters.

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